PCICS
Pediatric Cardiac Intensive Care Society
Annual Meeting
November 14-17, 2024
San Diego, California

Email Instructions
Bethesda List Center

Please Note

- Each copy must display the required disclaimer. Please add the disclaimer to the message prior to submitting for approval:

  This is being sent on behalf of (Name of Sponsor) and is not part of the PCICS 2024 Annual Meeting as planned by the Pediatric Cardiac Intensive Care Society. This company is neither sponsored nor endorsed by the Pediatric Cardiac Intensive Care Society.

- All mentions of the event on eblasts (including the subject line and pre-header text) must be displayed as follows: PCICS 2024 Annual Meeting

Reserve eBlast Date

You must be an exhibitor, advertiser, or sponsor of the PCICS 2024 Annual Meeting.

For order cutoff dates, please [follow this link](#).

Reserve Date

Submit Message For Approval

- All marketing materials are subject to approval prior to distribution. Messages should be in .html format but can be submitted via PDF at this stage.

- All emails should be approved at least two weeks in advance of your deployment date.

- Each copy must display the required disclaimer. Please add the disclaimer to the message prior to submitting for approval: This is being sent on behalf of (Name of Sponsor) and is not part of the PCICS 2024 Annual Meeting as planned by the Pediatric Cardiac Intensive Care Society. This company is neither sponsored nor endorsed by the Pediatric Cardiac Intensive Care Society.

- All mentions of the event on eblasts (including the subject line and pre-header text) must be displayed as follows: PCICS 2024 Annual Meeting

Submit Message

Please Note: This step is encouraged if you have the materials in advance, but not required.

Prepare For Your eBlast (Order)

Email Message: <u>All messages must be in .html format</u>. A text version is requested, but not required. If you require assistance with creating your message in HTML format, please contact us for more information. Do not use a pdf to email generator.

•HTML: (.html file format). All images should be hosted. Image hosting is available for a small additional fee.
•Plain text (optional): no dynamic links (they should all be spelled out), no images or special characters. (.txt file format).

View Online Link: If you would like a view online link added to the top of your email, please include a blank row on top with the following text: 'View Online' or "View in Browser". For the link use: **#** (we will edit & add the link) or **{{~~ViewAsHtml~~}}** *(this tells the system to add the link automatically once your email is set up).*

CAN-SPAM Footer (Opt Out Text): We add the opt out text. Please include a blank row at the bottom of your email as a placeholder.

From Line: The from line of each message will say: *PCICS 2024 Annual Meeting on behalf of (Your Company Name Here)*

Subject Line: Create a subject line for your message. You are encouraged to keep it under 44 characters to avoid truncating on computers. The maximum for mobile devices would be 25-30 characters.

Snippet/Pre-Header Text: When viewing an inbox, an email snippet is the very first line of text that your email recipient will see, following the email subject line. Some good practices when determining your snippet:
•Snippets should remain between 30-80 characters in length.
•They should be a continuation of the subject line.
•Include a specific, actionable CTA to encourage readers to open the message.

Seeds/Decoy Email Addresses: Email addresses for yourself and colleagues (if requested). These email addresses will be used to send a test of each message for approval as well as the final deployment of your message.

Complete Setup Form

- All submissions should be sent at least a week in advance of your approved transmission date.

- Each transmission includes 2 test messages. Additional tests will incur an additional fee per test.

- Creative services are available. Fees will apply to convert messages to HTML or remove coding from a 3rd party system. [Inquire for details](#).

- Transmission reports will be sent for each eblast after the event.

- Opt-Out Statement is provided. You are not required to add one.

Order

Please Note: This is not the form you already completed when you registered with PCICS. This form simply requests the information needed to setup your eblast for testing and deployment.

General HTML Guidelines

- Opt-Out Statement is provided. You are not required to add one.

- The width of your emails should be 600-800 pixels. This will display better on most clients.

- Keep your design simple. Try to use grid-based layers and avoid coding that requires HTML floats or positioning (such as CSS).
- Background images generally do not load on most email clients.

- Make sure you include actual text. You should not design an email that's basically one large, sliced-up image. These types of messages tend to perform poorly.

- Do not include your from line, subject line, or snippet (pre-header text) on the HTML file unless you want it displayed on the email message.

- Avoid elements that require Flash or JavaScript. If you would like animation or movement in an email, a .gif is your best bet.

- Don't forget about mobile devices. People are opening emails on mobile devices more and more each day. Your email should be readable on these devices and look close to the desktop version. Make sure links are clearly visible and can easily be clicked on as well.

- Animated GIFs: The smaller your GIF, the faster it loads.
  - You are advised to keep the file size at or under 1MB with a maximum of 5 MB.   The smaller the file size, the quicker it will load (which is also important for mobile users).
  - The maximum width should be 600px.

Fonts

Let's talk fonts…

Most email clients only read specific fonts. If you have your own font, you should limit that to your logo or any text you add to images.

- Use even/whole number fonts (ex- 10px vs 9x or 9.5px).
- **Email Safe/Friendly Fonts**: Arial, Courier New, Georgia, Helvetica, Lucida Sans, Tahoma, Times New Roman, Trebuchet MS
- **Web Safe Fonts**: Lato, Open Sans, Oswald, Oxygen, Poppins, Quicksand, Merriweather, Raleway, Roboto, Rubik, Ubuntu. Web-safe fonts and email-safe fonts are different. Web-safe fonts are specifically made for use on websites and can't be found in operating systems or software. They're added to websites using special tools.

Email clients, like Gmail or Outlook, have their own set of email-safe fonts. These fonts may not be the same across all email clients. For instance, Gmail supports fonts like Open Sans and Roboto, but Outlook and Apple Mail don't. However, if an email client doesn't support a specific font, it will use a default font instead.

- Apple Mail: Helvetica
  Gmail: Arial
  Outlook: Calibri

Email Marketing Guidelines

- All marketing materials are subject to approval prior to distribution and must display the following disclaimer: This is being sent on behalf of (Name of Sponsor) and is not part of the PCICS 2024 Annual Meeting as planned by the Pediatric Cardiac Intensive Care Society. This company is neither sponsored nor endorsed by the Pediatric Cardiac Intensive Care Society.

- All mentions of the event (including subject line and pre-header text) should be displayed as follows: PCICS 2024 Annual Meeting

- All messages must be approved PCICS (see message approval above) at least two weeks before your eblast date.

- All orders must be submitted one week in advance of your approved transmission date.

- Each transmission includes 2 test messages. Additional tests may incur a fee per test.

- Creative services are available. Fees will apply to convert messages to HTML or remove coding from a 3rd party system. Inquire for details.

Additional Information

If you have any questions or require assistance, please contact Barbara Higgins at bhiggins@bethesda-list.com.

Links:

[EMAIL MARKETING HOME](#)

[DATE REQUEST](#)

[MESSAGE APPROVAL](#)

[ORDER CUTOFF DATES](#)

[ORDER](#)

[INSTRUCTIONS](#)